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Talisman

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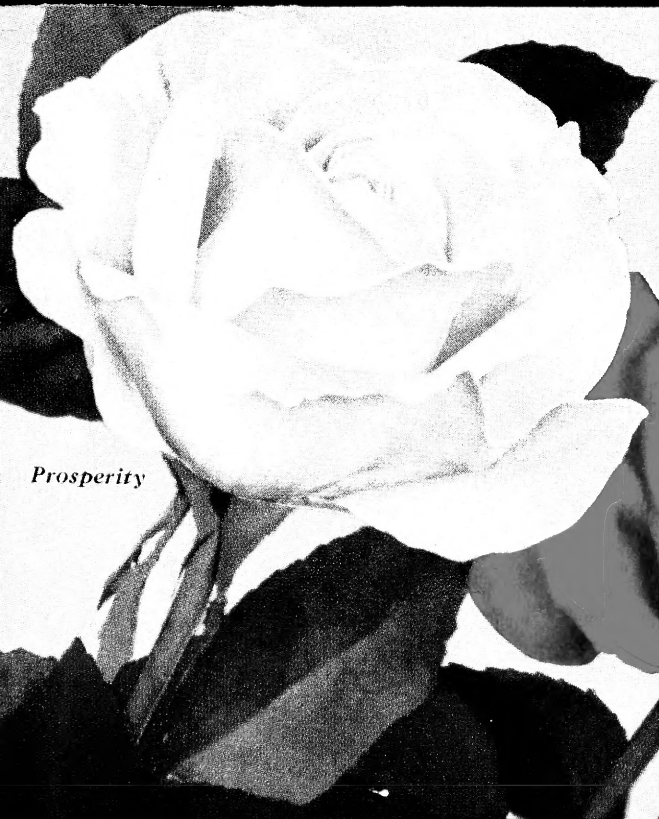


Talisman

Bloomingdale's 1941 Garden Values

SKY GREENHOUSE • SEVENTH FLOOR

LEXINGTON AT 59TH, NEW YORK CITY—VO-5-5900



Prosperity



American Beauty

Special Collection

3 EVERBLOOMING, CLIMBING ROSES

Large, free flowering bushes that will continue to bloom thruout the entire season. Individually wrapped and labeled. Guaranteed to bloom.

- 1 AMERICAN BEAUTY
- 1 PROSPERITY
- 1 TALISMAN

as illustrated

Collection
of 3 for **\$1.79**



E. G. Hill



Edith Nellie Perkins



Lady Hillingdon



Francis Scott Key



Briarcliff



American Beauty

Roses



Etoile
De Holland



Pink Radiance



Etoile De
France

Kaiserin
Auguste
Viktoria



Talisman



President
Herbert
Hoover

Special ROSE COLLECTION

as illustrated

Hardy, everblooming, field grown rose bushes,
2 years old, Waxed, wrapped and labelled.

TESTED VARIETIES—GUARANTEED
TO BLOOM

ALL 12 ROSES

One each of the above for

\$1.89

Regular \$3.50 value

BLOOMINGDALE'S SKY GREENHOUSE

BLOOMINGDALE'S *Selected* EVERBLOOMING ROSE BUSHES

Hardy, husky, 2 year old, field grown roses—Each plant labelled, waxed and root wrapped for greater protection; Guaranteed to Bloom.

Each **37¢**

3 for **\$1.00**

American Beauty. Deep crimson, deliciously fragrant.

Amy Quinard. Dark velvety red.

Autumn. Burnt orange, streaked with gold.

Betty Uprichard. Semi double, orange carmine.

Briarcliff. Rose pink, sweet scented.

Caledonia. Pure white, very fragrant.

Charles K. Douglas. Crimson scarlet, large, fragrant flowers.

Dame Edith Helen. Clear pink, highly scented.

Double White Killarney. Snowy white, enormous blooms.

Edith Nellie Perkins. Red, shaded cerise orange.

E. G. Hill. Velvety maroon, massive blooms.

Etoile de France. Bright cerise, fragrant.

Etoile de Hollande. Brilliant red, very fragrant.

Francis Scott Key. Light crimson, giant size.

Frau Karl Drushki. Snow white.

Golden Dawn. Double flowers, sunflower yellow.

Gruss an Teplitz. Velvety maroon flowers in large clusters.

Joanna Hill. Creamy yellow, flushed orange.

Kaiserin Auguste Viktoria. White, lemon tinted center. Fragrant.

Margaret McGredy. Orange scarlet.

Mme. Butterfly. Pink, tinted gold. Richly perfumed.

Mme. Jules Bouche. White, slightly pink tinted.

Mrs. Sam McGredy. Scarlet orange, changing to copper.

Mrs. E. P. Thom. Pure, unfading yellow. Perfect flowers.

Ophelia. White and pale pink with gold tint.

President Herbert Hoover. Maroon, orange and flame. Fragrant.

Pink Radiance. Large, rose pink flowers. Fragrant.

Mrs. Pierre S. DuPont. Solid yellow.

Radiance. Two-tone pink, free blooming.

Rapture. Sport of butterfly, slightly deeper in color.

Rev. F. Page Roberts. Coppery red, turning to gold.

Roslyn. Golden yellow, orange shaded. Ruffled flowers.

Souvenir de Claudius Pernet. Finest yellow, long stems.

Talisman. Scarlet, orange and yellow.

Willowmere. Beautiful shrimp pink.

Patented Roses

New and recently developed everblooming rose bushes. Improved larger blooms, brilliant colors and blendings. Individually packed with picture of actual color and complete cultural directions.

	Each	3 for
Better Times. (Plant patent No. 23) Beautiful cerise red flowers. Delicate fragrance.....	\$1.00	\$2.50
Countess Vandal. (Plant patent No. 38) Large double flowers. Brilliant pink lightened with salmon.....	1.00	2.50
Crimson Glory. (Plant patent No. 105) Deep vivid crimson, shaded oxblood red.....	1.25	3.15
Eclipse. (Plant patent No. 172) Beautiful, golden yellow. Two inch buds.....	1.00	2.50
Feu Pernet Ducher. (Plant patent No. 103) Deep yellow blooms, edges flushed with pink. Richly fragrant.....	1.00	2.50
Glowing Sunset. (Plant patent No. 104) Double flowers of orange-yellow and rose-pink.....	1.00	2.50
Mme. Cochet-Cochet. (Plant patent No. 129) Immense flowers. Beautiful, coppery pink.....	1.00	2.50
R. M. S. Queen Mary. (Plant patent No. 249) Salmon pink, suffused with orange.....	1.25	3.15
Sterling. (Plant patent No. 21) Magnificent, flaming pink flowers, yellow at base.....	1.00	2.50
Texas Centennial. (Plant patent No. 162) Blood red toning to cerise red in center.....	.75	1.90

NEW CLIMBING ROSES

Blaze. (Plant patent No. 10) Brilliant scarlet flowers, ever-blooming.....	1.00	2.50
Doubloons. (Plant patent No. 152) Big semi-double golden yellow flowers. Unfading and very hardy.....	1.00	2.50
Flash. (Plant patent No. 396) Flashing, brilliant red, tinged with gold. Blooms profusely. Very hardy.....	1.00	2.50

Everblooming

CLIMBING ROSES

Largest Selection We Have Ever Offered
Hardy EVERBLOOMING climbers now available in many of the splendid varieties you have enjoyed as bush roses.

Large, free flowering bushes that will continue to bloom throughout the entire season. Individually wrapped and labelled.

GUARANTEED TO BLOOM

American Beauty. Rose pink. Still a top-ranking favorite.

Ami Quinard. Maroon red.

Etoile de Hollande. Velvety crimson, with fine fragrance.

Gruss an Teplitz. Brilliant, velvety crimson.

Phyllis Bide. Pale gold, carmine pink at edges.

President Herbert Hoover. Brilliant flame, scarlet and yellow.

Prosperity. One of the very finest whites.

Radiance. Two tone pink.

Red Radiance. Bright cerise red.

Talisman. Scarlet-orange and deep yellow, with coppery tones.

Each 69¢

3 for \$1.89

BABY RAMBLERS

Small, bushy plants which produce masses of flowers all summer long. Excellent for borders, beds or low hedges.

Gloria Mundi. Huge clusters of glowing, orange-scarlet flowers.

Ideal. Compact bunches of dark scarlet blossoms.

Miss Edith Cavell. Semi-double, scarlet-red flowers in clusters.

Mrs. R. M. Finch. Large flowers of a bright rose pink.

Each 37¢

3 for \$1.00

TREE ROSES

Everblooming Hybrid Teas

Two year old heads on graceful, 4 foot stems. Needed in every garden to offset the flatness of flower beds. Ideally suited for bordering walks in formal gardens. Choice of RED—WHITE—YELLOW—PINK—TINTED.

Each \$1.98

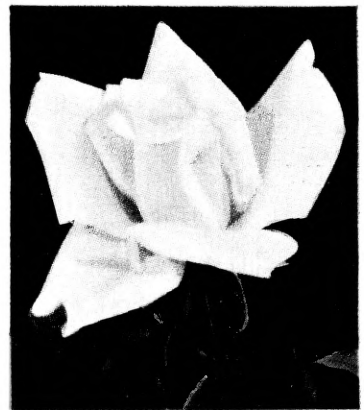
3 for \$5.49



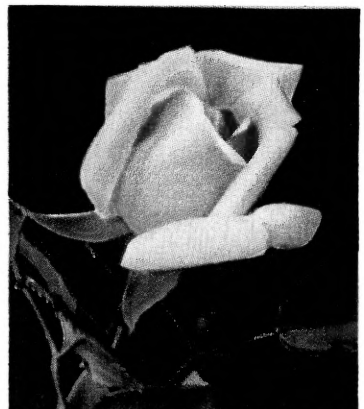
Gruss an Teplitz



Phyllis Bide



Prosperity



Radiance

Hardy VINES

Ornamental climbers and trailers that quickly cover and beautify walls, fences and trellises with natural drapery.

Bignonia. (Trumpet vine) Large, trumpet shaped, scarlet flowers in late summer. Deep green foliage. Each 37c; 6 for \$1.98

Bittersweet. Yellow flowers in June, followed by bright, orange berries in fall which last all winter. Each 37c; 6 for \$1.98

Boston Ivy. Glossy green leaves that turn scarlet in the fall. Quick growing. Clings to stone and brick. Each 37c; 6 for \$1.98

Clematis. A handsome vine with beautiful, starlike flowers. TWO YEAR OLD PLANTS.

Henryi. Large, creamy white flowers. Each 59c; 6 for \$3.29

Jackmani. Gorgeous, violet colored flowers. Each 59c; 6 for \$3.29

Mme. Andre. Large crimson flowers. Free blooming. Each 59c; 6 for \$3.29

Paniculata. Fragrant white flowers in great profusion. September to October. Each 37c; 6 for \$1.98

Dutchman's Pipe. Pipe shaped, purple flowers in July. Grows quickly to great height. Each 98c; 6 for \$5.49

English Ivy. Hardy, glossy green foliage. For use in home and garden. Excellent ground cover. Each 39c; 6 for \$1.98

Euonymus. (Evergreen wintercreeper) Dense, evergreen foliage. Extremely hardy. Clings to walls. Each 59c; 6 for \$3.29

Honeysuckle. Quick growing, delightfully fragrant.

Hall's Yellow. Very fragrant. Each 37c; 6 for \$1.98

Scarlet Trumpet. Very long scarlet flowers. Each 37c; 6 for \$1.98

Matrimony Vine. Hardy vigorous climber. Purple, star shaped flowers followed by scarlet berries that remain all winter. Each 37c; 6 for \$1.98

Polygonum. (Silver lace) Will grow 30 feet in one season. Foamy sprays of white flowers in late summer. Each 49c; 6 for \$2.69

Virginia Creeper. Quickly covers walls, trees, banks and slopes. Each 37c; 6 for \$1.98

Wistaria. Most handsome of all vines that bloom. Long clusters of vivid flowers.

Chinese Purple. Each 59c; 6 for \$3.29.

Chinese White. Each 59c; 6 for \$3.29.

New! Everblooming Goldflame Honeysuckle

(Name Trade Marked)

Large, flame-coral trumpets lined with gold, appear in immense clusters the same year the plant is set out. Blooms from May until frost. Foliage is dark blue-green and is disease and pest free.

GOLDFLAME makes a wonderful climber or ground cover. It may also be pruned into a bush or if planted in rows and sheared will make a beautiful everblooming hedge.

Each 79c 3 for \$2.19 6 for \$4.29

Hardy HEDGE Plants

California Privet. Quick growing. Easily trimmed and shaped. 12-18 in. 2 year old. Bundle of 25, \$0.79. 100 for \$2.89
18-24 in. 3 year old. Bundle of 25, 1.09. 100 for 3.98
2- 3 ft. 2 year old. Bundle of 25, 1.59. 100 for 5.98

Barberry. Quickly grows into a dense hedge. Red berries provide winter coloring. Thorns keep out stray animals.

12-18 in. 2 year old. Bundle of 25, \$1.09. 100 for \$3.98
12-15 in. 3 year old. Bundle of 10, .74. 100 for 6.98
15-18 in. 3 year old. Bundle of 10, .98. 100 for 8.98
18-24 in. 3 year old. Bundle of 10, 1.39. 100 for 12.79



Wistaria



Bignonia
(Trumpet
Vine)



Clematis



Barberry



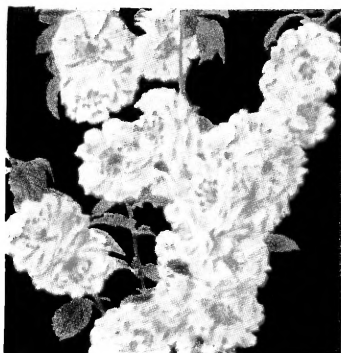
Privet

Carefully Selected **SHRUBS**

Healthy, husky stock—heavy rooted—nursery grown—
2 or more years old.



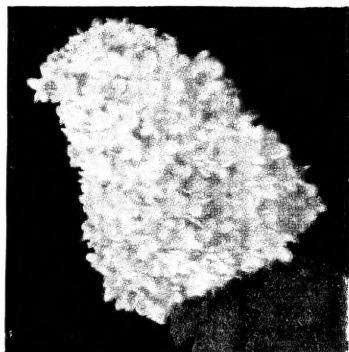
Forsythia (Golden Bell)



Flowering Almond



Butterfly Bush (Buddleia)



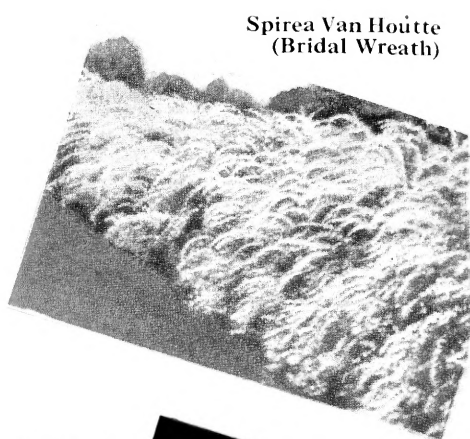
Hydrangea P.G.



Mock Orange

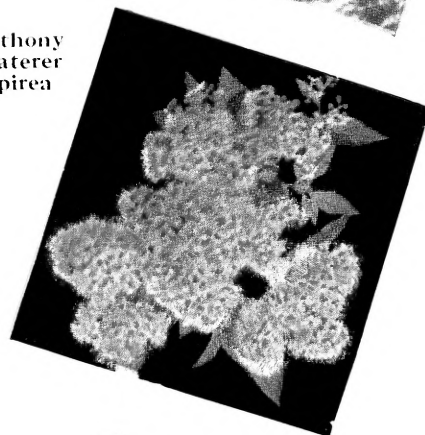


Japan Flowering Quince

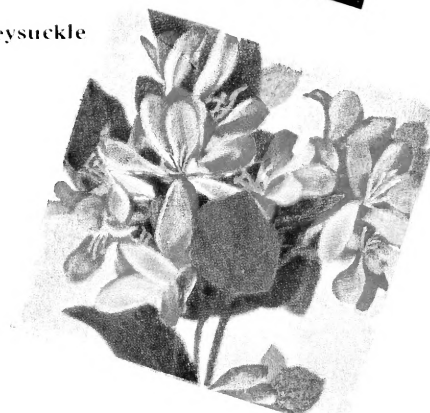


Spirea Van Houtte
(Bridal Wreath)

Anthony
Waterer
Spirea



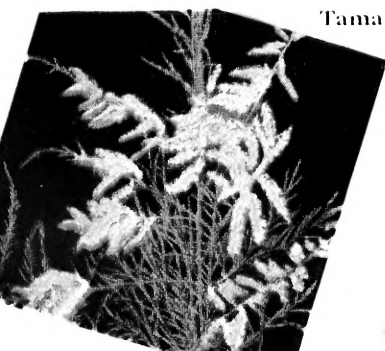
Honeysuckle



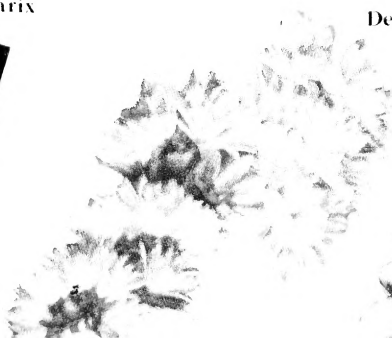
Hardy Flowering Shrub Collection AS ILLUSTRATED

Vigorous, two-year old plants. Will bloom
this season if set out early. Assorted to
give a succession of blooms from April
to September.

Collection of **12** for **\$1.69**
Regular **\$3.00** Value



Tamarix



Deutzia (white)



Weigela (pink)

Hardy FLOWERING SHRUBS

Will Add Permanent Beauty to Your Home Grounds

Husky, 2 and 3 year old plants. Will bloom this season if set out early. Individually root wrapped and labeled.

Each **27¢**

6 for **\$1.49**

(except where otherwise noted)

Almond. Double blossoms like small roses entirely cover the branches in May—**Double pink—Double white.**

Althea (Rose of Sharon). Big colorful blooms from August to October. Will grow to 12 feet. Choice of **Pink—Purple—Red—White.**

Barberry, Red Leaf. Rich, bronzy red foliage. Masses of scarlet berries in winter. Invaluable as a hedge or in border. Will grow to 6 feet. **37c each; 6 for \$1.98.**

Beauty Bush. Dense arching branches, laden with pink bell-like flowers in May and June. Will grow to 8 feet.

Butterfly Bush. Immense clusters of bluish lavender flowers in July and August. Will grow to 6 feet.

Deutzia. Slender, graceful shrub. Luxuriant flowers in May. Will grow to 6 feet. **Pink—White.**

Dogwood. Beautiful flowers. Showy bark and fruit.
Red Branched (Alba Sibirica). White berries follow white flowers. Conspicuous red bark.

NEW HARDY FUCHSIA

Scarlet Beauty

Thousands of gorgeous blooms from June 'til Frost — year after year!

The gloriously beautiful and popular Fuchsia, now available as a hardy shrub which will attain a height of 3 feet and is able to withstand the winter.

Will bear upwards of 5000 flowers 1½ inches long, of rose red, with corolla of mulberry purple from the middle of June until severe frost. Leaves retain glossy, holly-green appearance as long as the blooms continue.

GUARANTEED TO BLOOM THE FIRST YEAR

Each **49c**

3 for **\$1.39**

(Fuchsia Scarlet Beauty freezes to the ground in winter in the manner of a Butterfly Bush, but quickly sprouts up again in the Spring).

Forsythia. Graceful, arching branches laden with golden yellow flowers. First to bloom in the spring.

Honeysuckle. Quick growing. Fragrant flowers in June and July, followed by attractive berries. **Red—White—Yellow.**

We carry a complete selection of evergreens and evergreen shrubs. Price list furnished on request.

Specimen Shrubs

Extra Heavy, 3 to 4 Years Old

3½ to 4 feet

59c

EACH

Hydrangea. Handsome, large clusters of flowers which last from July to October.

Peegee. White turning to pink, then bronze. **39c each; 6 for \$1.89.**

Hills of Snow. Immense pure white.

Blue. Different and distinctive. **89c each; 6 for \$4.79.**

Lilac. Most favored of shrubs. Bloom in May. Large clusters of fragrant flowers. Will grow to 12 feet. **Purple—Blue—White.**

Mock Orange. Dense masses of fragrant white flowers in late spring. Will grow to 10 feet.

Pussy Willow. Charming, fuzzy, silvery buds on long willowy branches.

Quince. Rich, scarlet flowers on thorny irregular branches in early spring. Will grow to 6 feet.

Snowberry. Handsome, graceful bush. Pink flowers followed by waxy white berries in fall. Will grow to 6 feet.

Spirea. Showy, free flowering shrub. Favorite of millions of gardeners.

Anthony Waterer. Broad, flat, crimson heads of flowers throughout the summer. Low growing.

Bridal Wreath. Beautiful rose-like white flowers in spring. **39c each; 6 for \$1.89.**

Froebel. Laden with pink garlands in May and June.

Snowball. Large, full round clusters of flowers which resemble snowballs. Will grow to 10 feet. **39c each; 6 for \$1.89.**

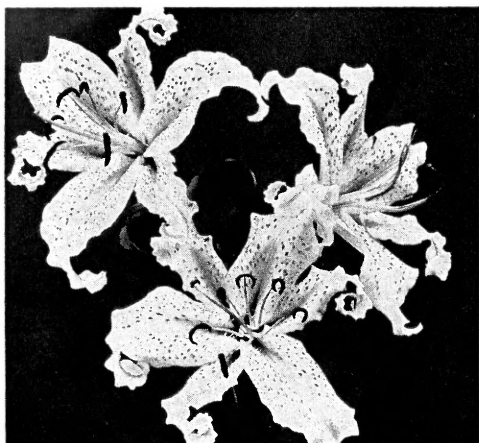
Sweet Shrub. Double chocolate colored flowers in May. Strawberry scented. Will grow to 5 feet.

Tamarisk. Drooping panicles of pink flowers in late spring. Feathery gray foliage. Ideal for seashore. Will grow to 10 feet.

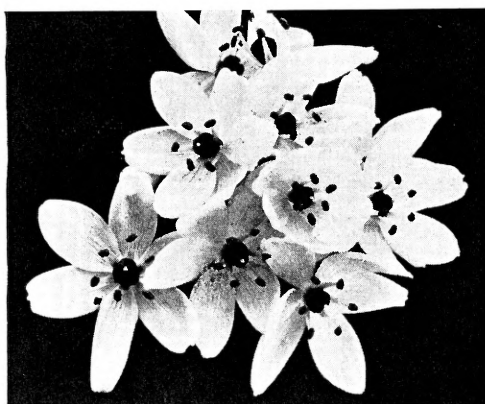
Weigela. Dense spreading shrub with large bell shaped flowers. Will grow to 6 feet.

Eva Rathke. Ruby red flowers.

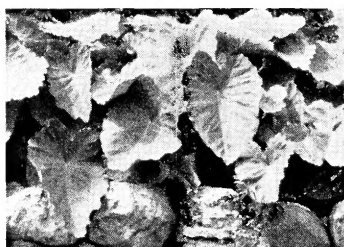
Rosea. Rosy carmine flowers.



Lily, Auratum



Star of Bethlehem (Ornithogalum)



Caladium, Elephant Ear



Amaryllis

New! SHILKA EVERBLOOMING ORCHID IRIS

Anyone with a garden can now grow these amazingly orchid like flowers.

Long, slender stems bear as many as 15 beautiful flowers at one time on a single plant and will produce hundreds of fragrant blooms throughout the season.

The wide spreading blooms, often double, possess lovely, delicate tones of orchid and blue, mingled with creamy white as in the finest orchids.

Shilka Iris is exceptionally hardy and blooms continuously for 6 or 8 weeks after ordinary Iris are gone.

Each 27c 4 for \$1.00 12 for \$2.89

FLOWERING BULBS

for Garden and House Culture

Anemones. Brilliant flowers. Excellent for cutting. Mixed colors. Doz. 44c; 100 for \$3.49.

Amaryllis. Lily like flowers. Suitable for house and garden. Mixed colors. Each 19c; doz. \$2.19.

Giant Hybrids. Mixed colors. Each 39c; doz. \$4.49.

Caladium (Elephant Ear). Handsome leafy plants which grow to 6 feet. Each 4c; doz. 39c.

Fancy Leaved. Variegated foliage; fantastically colored. Each 19c; doz. \$2.19.

Giant Fancy Leaved. Each 27c; doz. \$2.98.

Gloxinia. Large, ruffled, bell-shaped flowers. Good for house culture. Mixed colors. Each 37c; doz. \$3.98.

Hyacinthus (Summer Hyacinth). Tall, white, bell-shaped flowers. Each 12c; doz. \$1.39.

Madeira Vine. Beautiful, quick growing vine with numerous racemes of feathery flowers. Each 8c; doz. 89c.

Oxalis (Shamrock). Cup-like flowers, clover-shaped leaves. Easily grown indoors. Doz. 29c.

Ornithogalum (Star of Bethlehem). Easily grown white cup-shaped flowers with black centers. Ea. 8c; doz. 89c.

Ranunculus. Vivid buttercup-like flowers. Mixed colors. Doz. 44c.

Tigridia (Shell Flower). Very showy summer flowers. Can be planted like Gladiolus.

Red, Yellow and Red, Rose and White, Lavender and Purple. Each 24c; doz. \$2.69.

Tuberose. Clusters of very fragrant flowers on tall stems. Each 4c; doz. 45c.

Tuberous Begonias. Most beautiful of all summer flowering tuberous rooted plants. Suitable for garden and house culture. Ideal for window boxes.

Giant Single, Giant Frilled, Double Camellia, Hanging Basket types. In yellow, rose, orange, scarlet, pink, apricot, gold and mixed. Each 24c; doz. \$2.76.

HARDY LILIES

Vigorous, large bulbs which will bloom this year and for many years to come.

Album. Snow white flowers with gold-green stripes through centers of petals. Each 19c, 6 for \$1.

***Auratum (Gold-banded Lily).** Ivory white, spotted brown. Golden stripes through center. Ea. 19c; 6 for \$1.

***Henryi.** Rich, deep orange-yellow. Each 19c; 6 for \$1.

***Regale (Regal Lily).** Pearly white, shaded with pink. Center flushed with yellow. Grow to a height of 5 feet. Each 19c; 6 for \$1.

***Rubrum.** Beautifully spotted ruby-red. Petals margined white. Each 19c; 6 for \$1.

***Tigrinum (Tiger Lily).** Rich salmon-orange spotted black. Each 19c; 6 for \$1.

Tenuifolium (Coral Lily). Scarlet. Early flowering. Fine for the rock garden. Each 12c; 9 for \$1.

Harrisi (Bermuda Easter Lily). For garden use. Each 12c; 9 for \$1.

***GIANT SIZE LILY BULBS**—Varieties marked * above, each 34c; 3 for \$1.

Special LILY-OF-THE-VALLEY

For Outdoor Planting

Doz. 29c

100 for \$2.19

All prices subject to change without notice

How to PLANT and PRUNE

—for better results with Roses, Shrubs, Hedges, Trees, Bulbs, Perennials

Fertile soil, well prepared, is extremely important. Spade up the soil as deep as possible. While still moist, break up all lumps and rake until it is level and mellow.

Rotted manure may be spaded into the soil but no fertilizer, of any kind, should ever be put in the holes where it will be in direct contact with the plant roots.

Any soil must be well drained—plants cannot thrive with "wet feet."

Plant as Soon as Possible

All Nursery Stock (except some Bulbs) should be planted just as soon as possible. If you can plant within 36 hours, unpack immediately and put to soak in a tub or pail of water, being sure that all roots are under the water. Cover tops with burlap. Perennials, or Bulbs should never be soaked in water. If the weather is too bad, or for any reason you can't plant promptly, carefully "heel-in" the plants in fine dirt, in a shady place.

Planting Roses

Prepare soil or beds as described above. Roses thrive in full sun but should be protected from severe winds. They prefer a heavy, rich well drained clay soil but will do well in any good soil if well fertilized.

Prune off about ¼ of root, cutting out all broken or damaged roots.

Plant Roses with the bud 1" to 2"

We Recommend
FULTON'S PLANTABBS
for all Garden Flowers

HEALTHY ROSES and FLOWERS with AGREIN FLOWER SPRAY KITS

A complete one-spray treatment for control of common garden pests and fungus diseases. Contains powerful PYRETHRUM-ROTENONE insecticide, new SULFUR FUNGICIDE, and DOG REPELLENT. Mixes instantly; extremely economical. NON-POISONOUS.

Kit A: Makes 15 Qts. 85c
Kit B: Makes 60 Qts. \$2.50
Kit C: Makes 120 Qts. \$4.50

under the ground. Be sure soil is well firmed around roots. Water foliage and ground well and often, but do not water in hot sun.

Prune off tops about 4 to 5" above the ground. For best results, mound (or hill up) the soil until the top branches (after pruning) are entirely covered. As the new growth begins to show through the mound, gradually remove the dirt until the bed is level again.

Important

To Succeed with Any Plants

Never expose roots to sun or wind.
Plant in well drained, well prepared, fertile soil.
Water well and often.
Prune top and roots severely.
Use fertilizer regularly.

Germaco
TWIST-EMS
Pat. Pend. T. M. Reg. U. S. Pat. Off.



help you support plants quickly, neatly, permanently!

Banish unsightly twine and raffia, needless work with shears. TWIST-EMS — strong, waterproof, dark-green, sunfast, "invisible" tapes with wire reinforcing—protect stems, permanently support annuals, perennials, vines, shrubs and vegetables. Save time and money. Grand for arranging flowers, tying bouquets. Millions used. Buy today. Box of 125 (8 in. long) **25c** or Box of 250 (4 in. long)

MORE FOR YOUR PLANT-FOOD DOLLAR

USE A LAWN FERTILIZER ON YOUR GRASS

Grass needs a high-nitrogen fertilizer—well balanced with all the other essential plant foods—to stimulate quick growth in early Spring and provide slowly available plant food all season long. That's Agrico for Lawns, Trees and Shrubs—a real PROFESSIONAL fertilizer backed by 80 years' experience in plant-food manufacture.



AGRICO FOR LAWNS, TREES and SHRUBS

100 lb. bags at \$4.00
50 lb. bags at \$2.50
25 lb. bags at \$1.50
10 lb. bags at \$.75
5 lb. bags at \$.45

USE A GARDEN FERTILIZER ON YOUR FLOWERS AND VEGETABLES

Flowers and vegetables, on the other hand, require less of nitrogen but more phosphorus—in proper proportion with all the other needed plant foods—to promote deep root growth, stiff upstanding stalks, beautiful bloom and fine fruit. That's Agrico for Flowers and Vegetables—used by leading greenhouse-men, horticulturists and private estates, the country over.

AGRICO FOR FLOWERS AND VEGETABLES

100 lb. bags at \$3.75
50 lb. bags at \$2.40
25 lb. bags at \$1.40
10 lb. bags at \$.75
5 lb. bags at \$.45

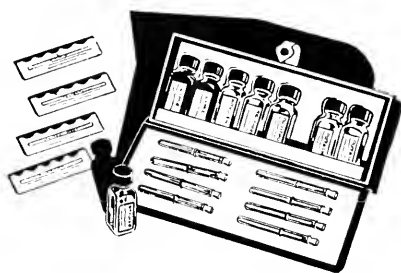


2 SPECIAL-PURPOSE FERTILIZERS

Manufactured only by

The AMERICAN AGRICULTURAL CHEMICAL CO.,
50 Church St., N. Y. C.

Grow Plants to Perfection



Sudbury Soil Test Kit, Club Model, 50 Tests, **\$4.75**

This easy to use kit shows the way to perfect lawns, prize winning gardens. Helps you correct harmful acid or alkaline conditions and supply needed plant food elements now lacking in soil. No knowledge of chemistry required. Sturdy, handsome imitation leather case. Makes 50 individual tests for nitrogen, phosphorus, potash, acidity. Complete instructions. Helpful chart.

Home Gardeners model—20 tests, **\$2**

Sudbury Portable Soil Testing
Laboratory, metal case—200 tests, **\$18⁵⁰**

Refills—2 oz., **75c**, 6 oz., **\$1⁵⁰**

WHY and HOW to Prune

Proper pruning is necessary (1) to insure the plants starting vigorous growth quickly; (2) to shape and train its development and (3) to insure big crops of fruits or flowers. Proper pruning of both top and roots often determines success or failure. Many people do not prune enough.

Prune off about $\frac{1}{4}$ of the root, using a sharp knife or shears and making a diagonal (bias) cut. Clean cuts heal quickly and many fibrous, feeder roots rapidly grow.

Prune the tops. Always use a diagonal cut, close to a bud.

Shrubs

After the first season, the best time to prune most spring flowering varieties, is shortly after they bloom. If you prune in the Fall or early spring you lose many of your blossoms. Varieties which bloom in late summer or fall, should be pruned in early spring.

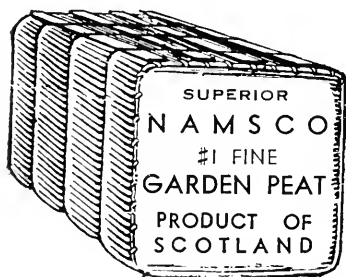
If you need greater height the first season, thin out the oldest and heaviest branches—about $\frac{1}{2}$ of the branches should be cut off close to the crown using a sharp knife or shears. If you want a thick shrub with all new growth, cut off all branches 6" to 8" above the ground.

Hydrangea, A. G., Butterfly Bush, Desmodium and other varieties which blossom on the new, fresh growth, should be cut off in this manner EVERY year.

Roses

Hybrid Tea (Everblooming) roses should be severely pruned EVERY spring as all the blossoms come on

"Namsco" IMPORTED SCOTCH HORTICULTURAL PEAT MOSS



\$4.29 per bale

FINEST UPLAND PEAT! Thousands of years more ripened than other peats!

"Namsco" has greater density, is more economical to use. It contains natural, soil-building plant foods.

"Namsco" is finely granulated, uniform, free of stringy fibres. It absorbs and holds more moisture . . . retains its consistency longer . . . flows freely and is easy to work with.

Tests for nitrogen content show "Namsco" doubles that of any other peat.

Azaleas gain a year's growth on "Namsco"!

**NOW USED AND SPECIFIED BY PROMINENT
GROWERS AND LANDSCAPE CONTRACTORS.**

new fresh growth. Hardy Climbers and Hybrid Perpetual Roses should NOT be pruned after the first year except to remove branches, dead or damaged in winter.

Warning

All Hybrid Tea Roses should be well mulched and protected in winter. Climbers should be taken down, wrapped in straw or leaves and burlap AFTER the first killing freeze in Fall.

Shade Trees

Cut out all broken or damaged roots. Cut about 1/2" off the end of each root—using a clean, bias cut to expedite rapid healing and early vigorous growth.

Prune out 1/3 to 1/2 of the top branches—balancing the tree head, eliminating possible weak crotches. Many authorities do not advise shortening the leader (main stem) of a shade tree but it can be done if you wish to develop a thick low headed tree.

The lower branches on Lombardy Poplars, trees for wind breaks, screens, etc., may be shortened but should not be cut off close to the tree trunk.

Staking Shade Trees

Do not use wire unless encased in protective rubber tubing or hose and do not tie tight enough to restrict free flow of sap. Be sure bark of tree cannot be injured by rubbing against stake.

Planting Hedges

Set up a string as "straight edge." The trench should be 12" to 15" wide with the center of the trench at least 1 to 2 feet inside the side walk or property line so that the mature hedge will not encroach on other property.

Prune off about 1/3 of roots using sharp knife or shears. Plant the hedge in the center of the trench, evenly spaced.

Be sure soil is well firmed around the roots. Hedge Plants are usually very dormant and must be watered extra well and often. In planting and filling trench, let water run right into the trench—this thoroughly settles the dirt, removes all air pockets and insures good results.

Do not mound up plants—leave trench slightly lower than ground so as to retain the water.

USE

**FULTON'S
PLANTABBS**

**ON YOUR
GARDEN
FLOWERS
FOR BEST
RESULTS**

STRENGTH!

Concentrated Strength—That's the secret of AGREIN effectiveness. You can't wipe out stubborn garden pests with weak-kneed, old-fashioned "bug-killers." Your garden needs tested, powerful insecticides to keep it clean and beautiful. Just read the formula on one of our bottles, and you will see why AGREIN sprays have made a reputation for scientific pest control!

GROW! A plant stimulant containing Vitamin B₁ and Growth Hormones PLUS exclusive Root Activators and Trisulphene. Has four-fold action: stimulates plant growth; eases transplanting shock; initiates roots on cuttings; increases beneficial soil bacteria. 1 oz. makes 150 gallons. 1 oz. 25c; 3 oz. 50c; 8 oz. \$1.00.

GARDEN SPRAY A concentrated Pyrethrum-Roteneone insecticide. Controls most sucking and chewing insects. Will not stain or burn the tenderest foliage. Harmless to humans. 1 oz. makes 22 qts. of spray. 1 oz. 35c; 4 oz. 90c; 8 oz. \$1.50; Pt. \$2.50; Qt. \$4.00; Gal. \$12.00.

3-R JAPSPRAY Concentrated Rotenone plus Rosin Residue, a highly effective sticker. Controls Jap Beetle and other hard-to-kill sucking and chewing insects. Harmless to humans. 1 oz. makes 22 qts. of spray. 1 oz. 35c; 4 oz. 90c; 8 oz. \$1.50; Pt. \$2.50; Qt. \$4.00; Gal. \$12.00.

DORMANTOL A miscible petroleum oil dormant spray for spring and fall use. Controls many types of Scale and numerous soft-bodied sucking insects on evergreens, deciduous trees and shrubs. 1 qt. makes 15 qts. of spray. Pt. 40c; Qt. 65c; Gal. \$1.55. Larger sizes available.

BAN! Ban dogs and cats with BAN! —a powerful, long-lasting repellent to prevent dogs and cats from committing nuisances on lawns, shrubs and trees. Harmless. Will not discolor foliage. May be used indoors. 4 oz. 25c; Pt. 75c. Larger sizes available.

COPPER FUNGICIDE Standard copper fungicide in a new, improved form. Non-poisonous. Does not stain foliage. An invisible copper film protects Roses and other flowering plants from fungus diseases. 4 oz. 35c; Pt. \$1.00; Qt. \$1.50; Gal. \$4.75. Larger sizes available.

SPEEDUST: Lowers germination time and increases percent of germination of grass and flower seeds. Just tumble seeds in dust and sow. 1 oz. treats 10 lbs. of lawn seed. 1 oz. 35c; 4 oz. \$1.00; 1 lb. \$3.00.

NICOTINE PLUS Standard Nicotine Sulphate plus liquid, free-flowing Fish Oil soap. Double effectiveness. Kills Plant Lice and other soft-bodied sucking insects. An efficient tree wash. Small size makes 30 qts. of spray. 4 oz. 35c; Pt. \$1.10; Qt. \$2.00.

JAPSUL An improved larvacide that destroys Jap Beetle and other destructive grubs in flower, vegetable and shrubbery beds. Simple to use and highly effective. 1 qt. makes 50 qts. of solution. Qt. \$1.00. Larger sizes available.

THRIP STICKER A specialized sticking agent to be used with Agrein Garden Spray for control of various types of Thrip. Spray residue is long-lasting and toxic. For Chrysanthemum, Dahlia and Gladiolus growers. Pt. 30c; Qt. 50c; Gal. \$1.50. Larger sizes available.

PLANT FOOD A complete and balanced powdered plant food for plants growing in soil or water. Very economical. Use in house and garden. Has all the elements necessary for healthy plant growth. Small can makes 20 gals. 3 oz. 25c; 1 lb. \$1.00. Larger sizes available.

ANTRAPS A simple, low-cost method for control of Argentine and sweet-eating ants (as well as grease-eating ants) in house and garden. Just place glass traps in position and ants will carry poison back to nest. Filled traps 10c each. Extra syrup: 4 oz. 35c; Pt. 85c.

HYPERROOT: A simplified compound that roots cuttings from all types of flowers, trees and shrubs. No dilutions; just dust and plant. 1 oz. treats 1500 cuttings. 1 oz. 35c; 4 oz. \$1.00; 1 lb. \$3.00.

NOTE: See page 9 for special Flower Spray Kit offer.

AGREIN

"The name that means COMPLETE Plant Insurance"

HANSEN IMPROVED BUSH CHERRIES

Will produce fruit the
first season

Hardy and easy to grow . . .
Good to eat. Make delicious
preserves. Bear fruit early and
in great abundance. Require
little room.

Not only a delicious fruit, but
also highly ornamental. Their
beautiful blooms early in Spring
are followed by masses of large
cherries, which completely cover
the stems.

Plant several and have fruit this
season.

Large 3 year old bushes

Each 59c 3 for \$1.59
6 for \$2.98

High Grade HUMUS

A natural humus, rich in or-
ganic matter, which is a vital
necessity of any productive
soil.

Contains many elements of
plant food in available form.

A wonderful aid in improving
the texture of poor and thin
soils.

Highly absorbent, will retain
moisture for long periods of
time.

**Specially Prepared
For
BLOOMINGDALE'S**
by

**MOUNTAIN VIEW
HUMUS CO. INC.**

500 Liberty St.
Newburgh, New York

Planting Bulbs, Roots, Tubers

Planting Distances. All bulbs, ex-
cept as noted, may be planted 9 to 15
inches apart. Gladiolus, Tigridia,
Tenuifolium and Tuberose, 6 to 12
inches apart. Dahlia, Canna, and
O. F. Bleeding Heart are better
planted at least 18 to 24 inches apart.
Peonies, 2 to 3 ft. apart. If space is
limited, you may plant closer than
recommended.

Fall Planting and Winter Care.
Bulbs and Tubers, except those list-
ed below, may be planted in either
Spring or Fall.

The following Bulbs are not hardy
and can not be planted in the Fall.
Dig up after foliage is dead and store
over winter like potatoes or onions.
Shake the dirt off Gladiolus, Tube-
roses, Maderia, Tigridia and Calla
Lilies and store in cool, dry place pro-
tected from light. Leave some dirt
on Dahlia, Canna and Caladium.

Hardy Bulbs require no special win-
ter care except to mulch well, after
first killing frost.

If you plant healthy bulbs in a pro-
perly prepared bed, you'll be sure to
get the desired results.

**We Recommend
FULTON'S PLANTABBS
for all Garden Flowers**

Planting Perennials

Plant Bulbs and Perennials in well
drained soil. Spade up deep and pul-
verize extra well.

Group A. Perennials with fresh
green foliage—cut off about $\frac{1}{4}$ of
roots. Remove damaged or dead
leaves. Do not plant too deep.

Group B. Dormant Perennials with
very little or no green top should be
planted with the "eyes" (spouts) just
under the ground.

Group C. Perennials with a tap
root (like carrots) and no green
leaves (tops) should be planted with
the crown about 1 inch deep. If these
roots have sprouts or green foliage,
plant them like group B.

Protect from Sun. Newly planted
Perennials should be protected from
the sun. Mulch lightly with straw,
or shade with shingles. Do not smother
plants.

MULCH IN FALL. Hardy Peren-
nials, Bulbs, and Tubers, planted in
either Spring or Fall, must be well
mulched with straw AFTER first
killing frost in late Fall.

Blueberry Pruning

For the best crop of fruit, the short-
er branches should be pruned off to
give the young side-shoots a chance.



Blueberries!

These delicious Small Fruits have long
been beyond the average customer's reach
because of their high price. Now, however,
we can supply splendid stocky plants at
prices within the reach of everyone. The
berries are equally satisfactory when eaten
with cream or when cooked.

They will produce satisfactory results
when grown in almost any type of soil but
grow most luxuriantly in ground which is
slightly acid.

It is essential that plants of two or more
varieties be planted, otherwise, no fruit of consequence will be produced.
We offer:

Concord. An early bearing sort. Bears large fruit of good color, with excel-
lent flavor, and the berries hang on the bush long after ripening.

Jersey. Large, well flavored berries, attractive in appearance, and particu-
larly good for shipping. Ripens late in the season.

Rancocas. An excellent commercial variety because of its wealth of tasty
berries. Ripens just before Rubel.

Rubel. Latest and heaviest bearing of all on an upright bush. Best Blue-
berry for canning.

We are pleased to offer these best of all Blueberries at the following excep-
tionally low prices:

12 to 18 inch, stocky plants, each 98c

18 to 24 inch, stocky plants, each \$1.29

TREES for Ornament for Shade

A selection of distinctive trees for shade and ornamental purposes.

American Elm. Large, dignified trees suitable for roadside planting. 8-10 feet, **\$1.98.**

Catalpa (Umbrella Tree). Makes a dense, umbrella shaped head. 2 year head, 6-8 feet, **\$1.29**; 3 year head, 8-10 feet, **\$1.98.**

Cherry. Shapely tree, entirely covered with pink blossoms in spring. 5-6 feet, **\$1.79.**

Cherry, Weeping. Pendulous branches which sweep to the ground. Entirely covered with pink flowers. 2 year heads, 4-5 feet, **\$3.29**; 3 year heads, 6-7 feet, **\$3.98.**

Crab (Flowering Crabapple). Rose red flowers completely cover this shapely tree in spring. 4-5 feet, **\$1.79.**

Dogwood. Large 4-petal flowers which appear before the foliage. A universal favorite.

White. 5-6 feet, **\$2.98.**

Pink. 5-6 feet, **\$3.98.**

Magnolia. Wonderful lawn specimen. Huge cup shaped flowers in spring, followed by large glossy leaves.

Soulangeana (Cup and Saucer Magnolia). Pink. **\$2.98 to \$7.98.**

Maple. Quick growing shade tree which forms a beautiful dense head.

Norway. Green foliage. 6-8 feet **\$1.98**; 8-10 feet, **\$2.49.**

Red. Fiery red blossoms, beautiful autumn coloring. 6-8 feet, **\$3.98.**

Silver. Beautiful silvery color on underside of leaves. 6-8 feet, **\$1.98**; 8-10 feet, **\$2.49.**

Mulberry. Weeping, graceful branches drooping to ground. Fruit attracts birds. 2-year heads, **\$2.79.**

Oriental Plane. Vigorous, quick growing. Highly desirable for city and suburban use. 6-8 feet, **\$2.49**; 8-10 feet, **\$3.49.**

Poplar (Lombardy). Tall, slender, column-like tree. Grows quickly. Useful for screening. 6-8 feet, **\$1.29**; 8-10 feet, **\$1.79.**

Prunus (Flowering Plum). Highly ornamental; beautiful flowers and interesting foliage. 5 feet, **98c.**

Pissardi. White flowers, purplish-red foliage.

Triloba. Double, bright pink flowers.

Red Bud (Judas Tree). Rosy pink flowers in spring before the leaves. 6-8 feet, **\$2.79.**

Paul's Scarlet Hawthorn. A blaze of scarlet flowers in May. Highly ornamental. 5-6 feet, **\$3.49.**

Tulip Tree. Greenish-yellow, tulip-like flowers in May. 6-8 feet, **\$2.49.**

Weeping Willow. Very graceful, slender branches sweeping to ground. 6-8 feet, **\$1.98**; 8-10 feet, **\$2.49.**



SELECTED FRUIT TREES

Vigorous, hardy, nursery grown trees. Will bear fruit in 2 to 3 years.

Each 69¢ 3 for \$1.98

APPLE

Baldwin. Large, bright red. Winter apples.

Delicious. Large, dark red. Winter apples.

Early Harvest. Juicy and fine flavored, bears early summer.

Hyslop Crabapple. Numerous clusters of crimson apples in late summer. Excellent for jelly.

McIntosh. Juicy, delicious fall fruit.

Stayman Winesap. Big, shapely, dull red apples. Keep well.

PEAR

Bartlett. Large, golden yellow fruit. Ripens in August.

Clapp's Favorite. Large yellowish red fruit. Ripens in late summer.

Duchess. Deliciously flavored green and russet fruits in late fall.

Kieffer. Yellow fruit. Most popular winter pear.

Seckel. Small, brownish yellow. Sweet and juicy.

CHERRY

Black Tartarian. Large, black, sweet. Ripens in June.

Early Richmond. Sour, dark red. Ripens in June.

Gov. Wood. Large yellow with red blush. Very sweet. Ripens in June.

Montmorency. Large red, sour. Ripens in June.

Napoleon. Huge, lemon yellow, sweet. Ripens late June.

Yellow Spanish. Big, yellow, crimson stained, sweet. Very early.

PEACH

Carmen. Freestone. White with red blush. Ripens in July.

Champion. Large, white with crimson blush. Ripens late August.

Crawford. Large yellow. Freestone. Ripens early September.

Elberta. Firm yellow. Freestone. Ripens late August.

PLUM

Abundance. Big, juicy, sweet fruit in abundance during August.

Bradshaw. Deep red. Delicious when canned.

Burbank. Large, aromatic, violet red fruit in mid August.

Yellow Egg. Creamy yellow. Ripens in August.

APRICOT

Moorpack. Very large. Yellowish red.

SMALL FRUITS

Require very little space to grow; and will reward your efforts by producing enough for daily use and for canning.

Everything listed will bear this year.

Asparagus. Two-year plants, large clumps. Bundle of 25, **49c.**

Strawberries. Everbearing. Large, luscious fruits. Bundle of 25, **59c.**

Blackberries. Bundle of 10, **59c.**

Blowers. Very productive, delicious. In July.

Eldorado. Jet-black, large, sweet.

Raspberries. Bundle of 10, **59c.**

Columbia. Very large, purple.

St. Regis. Everbearing, red.

Gooseberries, Downing. Large green. Productive. Ea. **29c**; 4 for **\$1.**

Currants. Each **29c**; 4 for **\$1.**

Fays Prolific. Red.

White Grape. White; make delicious preserves.

Rhubarb. Two year old plants; large clumps. Each **18c**; 6 for **\$1.**

Grapes. All bearing age. Each **24c**; 12 for **\$2.79.**

Catawba. Red, table wine and grape

Concord. Black, large clusters, very sweet.

Niagara. Large, white grapes.

Moore's Early. Black, sweet; early.

Brighton. Wine red, fine flavor.

Delaware. Red, heavy clusters.

Worden. Black. Ripens early.

Blueberries. At new low prices. See special announcement on opposite page.

SMALL FRUIT COLLECTION

For the city garden or the suburban home.

- 25 Everblooming Strawberries
- 25 Asparagus
- 10 Blackberries
- 10 Raspberries
- 3 Rhubarb
- 3 Grape Vines
- 1 Currant
- 1 Gooseberry

All of bearing age.

Entire collection of 78 plants for **\$2.89**. Regular value **\$4.10**.

GLADIOLUS

Most popular of all garden bulbs. Plant some every two weeks from April to July and have a continuous succession of bloom for cutting.

Dr. F. E. Bennett. Brilliant scarlet.

Carmen Sylva. Large, fine white.

Dr. Moody. Light lavender, penciled with dark lavender.

Dr. Norton. Lavender.

Giant Nymph. Tall, shrimp-pink.

Los Angeles. Salmon-pink, tall spike.

Mary Pickford. Creamy white.

Mrs. L. Douglas. Giant pink.

Mrs. F. Pendleton. Rose pink, deep blotch.

Picardy. Sensational shrimp-pink.

Souvenir. Pure yellow.

Virginia. Intense scarlet-red.

Choice, first quality bulbs—Doz. 29¢; 50 for \$1.10; 100 for \$2.19.

JUMBO SIZE BULBS of above varieties—Doz. 43¢; 50 for \$1.64; 100 for \$3.24.

Albatross. White.

Aflame. Large flame-red.

Crimson Glow. Dark red.

Debonair. Cream-throated pink.

Gloriana. Rich salmon.

King of the Yellows. Golden yellow.

La Paloma. Tall, orange.

Minuet. Delicate lavender.

Primrose Princess. Light, primrose yellow.

Purest of All.

Large, High Crowned Bulbs—Doz. 39¢; 50 for \$1.49; 100 for \$2.94.

JUMBO SIZE BULBS of above varieties—Doz. 54¢; 50 for \$2.10; 100 for \$3.98.

GLADIOLUS MIXTURES

SPECIAL—FAVORITE MIXTURE

Choice Gladiolus in a Well Balanced Mixture

Doz. 24¢ 50 for 95¢ 100 for \$1.85

SPECIAL—EXHIBITION MIXTURE

A Superb Blend of the Finest Varieties

Doz. 34¢ 50 for \$1.35 100 for \$2.65

SPECIAL—RAINBOW MIXTURE

For Mass Planting and the Cutting Garden

50 for 65¢ 100 for \$1.19

CANNAS

Tall, brilliant hued flowers. Highly effective in borders and flower beds.

Each 5¢ 12 for 49¢

Ambassador. Cherry red.

City of Portland. Glowing pink.

Eureka. White.

King Humbert. Yellow, orange and scarlet.

King Humbert Yellow. Golden yellow and red.

Orange Bedder. Orange suffused with scarlet.

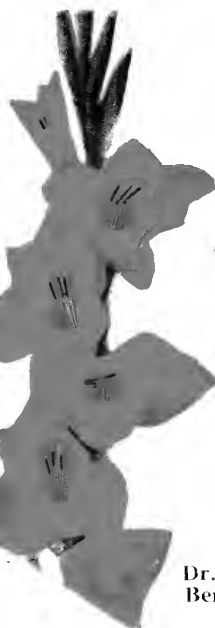
**SPECIAL MIXTURE OF ABOVE
CANNAS—DOZEN for 39¢**



Giant Nymph



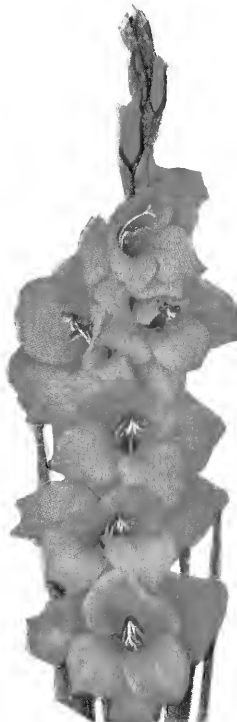
Picardy



Dr. F. E.
Bennett



Minuet



Gloriana



CHOICE DAHLIAS

Strong, mature, carefully selected tubers of the best varieties. Cellophane wrapped—protected from moisture.

LARGE DECORATIVE TYPES

Each 17c 6 for 98c

Classification keys used here are as adopted by the American Dahlia Society—F.D. for Formal Decorative, I.D. for Informal Decorative, C for Cactus, incurved, recurved, or straight, S.C. for Semi-Cactus.

Bloomingdale Champion, F.D. Flame color.

Elinor Vanderveer, F.D. Clear, lavender pink.

Francis Larocco, F.D. Light yellow.

Jane Cowl, I.D. Coppery yellow.

Jean Kerr, F.D. White flowers.

Jersey Beacon, F.D. Chinese Scarlet.

Jersey's Beauty, F.D. Best pink.

Kentucky, F.D. Salmon orange.

Kiss Me, S.C. Red and white.

Le Toreador, F.D. Rich crimson.

Mrs. Warner, F.D. Orchid.

Nathan Hale, F.D. Bronze.

Sagamore, F.D. Pure gold, rosy apricot center.

White King, F.D. White.

Yellow Cowl, F.D. Deep yellow.

Each 27c 4 for \$1.00

Betty Lee, F.D. Apple blossom, blend of pink and white.

Cavalcade, F.D. Old rose.

Elissa Landi, F.D. Brilliant coral pink with orange tints.

Golden Eclipse, F.D. Clear golden yellow with salmon shadings.

James Kirby, F.D. Cardinal red.

Jersey Dainty, C. White tinted with pale lavender. Straight cactus.

Mrs. G. Le Boutillier, I.D. Huge, deep crimson.

Rosalee, F.D. Clear pink.

Ruby Taylor, F.D. Wine red.

Spotlight, I.D. Clear light yellow of immense size.

Sultan of Hillcrest, F.D. Autumn shades with yellow reverse.

White Wonder, I.D. Large white.

OUTSTANDING VARIETIES

Each 49c

Amelia Earhart, S.C. Coral apricot.

Clara Carder, I.D. Cyclamen pink.

Fire Ball, F.D. Brilliant scarlet.

Forest Fire, Orange and yellow.

Frau O. Braught, C. Yellow.

Golden Standard, C. Golden tan.

Pride of Austinburg, I. D. Bright pink, suffused yellow.

Each 98c

California Idol, I.D. Lemon yellow.

Hunt's Velvet Wonder, I.D. Bright purple.

Jessica Dragonette, S.C. Buff apricot.

Miss Oakland, F.D. Pure white.

Murphy's Masterpiece, I.D. Deep red.

Negus, F.D. Deep maroon nearly black.

Son of Satan, S.C. Deep scarlet.

OUTSTANDING NOVELTIES

Each 49c

Bishop of Llandaff, Bright scarlet, dark foliage. Miniature.

Erica, Deep mahogany with white collar. Collarlette type.

Tamara, White with yellow center, petals margined bright red. Miniature type.

MINIATURES

Each 23c 5 for \$1.00

Baby Sagamore, Yellow shaded salmon.

Coralette, Coral pink.

Coronne, Waxy white. Gardenia flowered.

Lannie, Deep yellow.

Little Roseata, Rose pink.

Robbie, Deep scarlet, ruby centered.

POMPONS

Each 17c 6 for 98c

Aimee, Delicate bronze.

Cardinal, Bright cardinal red with yellow center.

Honey, Yellow with faint suffusion of red.

Mary Munns, Fuchsia purple.

Morning mist, White edged light lavender.

Snowclad, Pure white.

Yellow Gem, Clear canary yellow.

SPECIAL MATCHLESS SHOW DAHLIA COLLECTION

One Each of

Kentucky, Salmon orange.

Jersey's Beauty, Pink.

White King, White.

Frances Larocco, Lavender.

Jane Cowl, Coppery yellow.

Jersey Beacon, Scarlet.

All 6 for 69c

Regular 98c Value

PEONIES

Pink, White, Red. Large, 3 Year Old Clumps that will bloom the first season after planting.

Each 39c

3 for \$1.00 6 for \$1.89

SPECIAL PEONY MIXTURE

Excellent Assortment

3 for 89c 6 for \$1.69



DAHLIAS of all types



IRIS in a wide assortment

PEONIES—Pinks, White, Reds



All prices subject to change without notice

IRIS

HARDY, FLAG IRIS—Best and most colorful of the Hardy Irises, grows 2-3 feet and multiplies rapidly. Blooms in Spring; excellent for cutting.

Each 5c

Doz. 49c

100 for \$3.59

Afterglow. Misty lavender and yellow.
Ambassadeur. Velvety purple.

B. Y. Morrison. Pale lavender, violet and purple.

Cottage Maid. Silver blue and white.

Crimson King. Claret purple.

Dawn. Sulphur yellow and bronze.

Fairy. White, shaded soft blue.

Iris King. Coppery yellow and crimson.

Isolene. Silvery lilac mauve.

Juniata. Clear blue.

Nibelungen. Fawn yellow and violet purple.

Queen of May. Lavender pink.

Rose Unique. Pink.

Seminole. Violet rose and velvety crimson.

Venus. Yellow, striped white and velvet red.

SPECIAL—MIXED IRIS

Includes many of the finest varieties in a glorious blend of colors.

Doz. 39c

100 for \$2.98

MINIATURE IRIS

IRIS CYANEA. A handsome, deep, velvety blue dwarf Iris. Multiple blooms early in Spring. Grows 6 inches high and is excellent for the Rock Garden.

Doz. 49c

100 for \$3.59

Unusual! **SHILKA EVERBLOOMING ORCHID IRIS.** A new sensation. See Page 8 for interesting details.

HARDY PERENNIALS

Two year old, field-grown plants

Packed in individual containers with ample root protection. Strong plants that will bloom this year and for many years to come. (*Varieties marked * are suitable for Rock Gardens.*)

Each 19c

6 for \$1.00

12 for \$1.89

Arctic Daisy. Multitudes of large white flowers all fall.

Aster.

Michaelmas Daisy. Numerous flowers in August and September. 2-4 feet. Pink, blue and white.

**Alpine.* Dwarf form. Masses of flowers in fall. 6-10 inches.

Avens. (Geum).

Lady Strathenden. Rich golden yellow flowers all summer. 2 feet.

Mrs. Bradshaw. Double, fiery red flowers all summer. 2 feet.

Baby's Breath. (Gypsophila) Clouds of tiny white flowers all summer.

Bell Flower. (Campanula) Beautiful, bell shaped flowers in June and July. 2 feet. Pink, blue and white.

Blanket Flower. (Gaillardia) Large orange and red daisies in July and August. 2 feet.

Bleeding Heart. (Dicentra) Old fashioned favorite. Heart shaped rosy-red and white flowers in spring. 2 feet.

Bugloss. (Anchusa) Beautiful, blue, Forget-me-not like flowers in April and May. 1-2 feet.

Camomile. (Anthemis) Deep, golden daisies all summer. 2 feet.

Carnation. Hardy border carnations. Free blooming all summer long. Excellent for cutting. White, red and pink.

***Cerastium.** (Snow-in-the-summer) Silver foliage. White summer blossoms. 10-12 inches.

Chrysanthemums. Autumn's most decorative flowers. Pompon varieties. 2-3 feet. White, pink, yellow, red and bronze.

Columbine. (Aquilegia) Bloom in spring and early summer. 2-3 feet. White, pink and yellow.

Coneflower. (Rudbeckia) Purple-red cone shaped flowers from July to October. 3 feet.

Coreopsis. Golden blooms in great abundance throughout the summer. 2-3 feet.

Corn Flower. (Centaurea) Numerous, thistle-like flowers all summer. 2 feet.

Montana. Hardy blue cornflower.

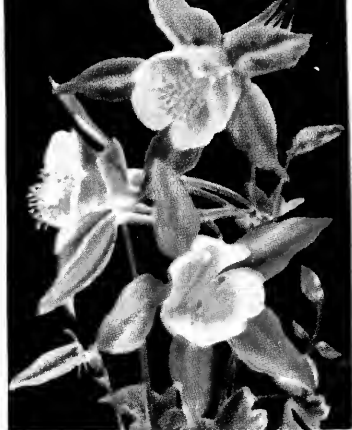
Dealbata. Large, rose pink flowers.

Dragonhead. (Physostegia) Branching spikes of flowers all summer. 2-3 feet. White and blue.

***Forget-Me-Not.** (Myosotis) Blooms May to September. 8-10 inches.

Foxglove. (Digitalis) Pendant flowers on tall stems from June to August. 3-4 feet. White, rose and purple.

Gayfeather. (Liatris) Big, showy spikes of rosy-lavender flowers from July to September. Long lasting when cut. 4-5 feet.



Columbine



Baby's Breath



Bleeding Heart



Blanket Flower

PERENNIALS (Cont'd)

Hollyhock. Huge flowers on tall, stately stems in July and August. 6-8 feet. Maroon, rose, yellow, white and crimson-red.

Larkspur. (Delphinium) Most popular of all blue perennials. Long spikes of lovely flowers on tall, stately stems throughout the summer. 3-4 feet.

Belladonna. Rich blue color. Excellent for cutting.

Bellamosum. Deep indigo blue.

Hybrids. All shades from blue to indigo.

Lupine. Tall spikes of blue, sweet pea-like flowers in May and June. 3-4 feet. Blue, pink and white.

Marshmallow. (Hibiscus) Huge, vivid colored blooms on tall, bushy plants all summer. 6-8 feet. Pink, red and white.

Mourning Bride. (Scabiosa) Charming blue flowers which resemble pin cushions. Bloom all summer. 2 feet.

Painted Daisy. (Pyrethrum) Lovely, daisy-like flowers in a wide range of colors from white to deep crimson. Bloom all summer. 2 feet.

Phlox. Most popular of all garden perennials. Masses of flowers throughout summer and fall. 2-3 feet. Salmon, pink, red, white, white with red eye and lavender.

***Pinks.** (Dianthus) Clove scented little flowers of great charm in spring. Suitable for both rockery and border. 6-12 inches.

Deltoides. (Maiden Pink) Crimson flowers in early summer. 6 inches.

Plumarius. (Grass Pink) Hardy little carnations which bloom all summer.

Plaintain Lily. (Funkia) Lovely little lilies on slender stems. Mostly used however for effect of beautiful foliage. Excellent for bordering and edging. 12-18 inches.

Poppies, Oriental. (Papaver) Huge, satiny flowers in May and June. 2-3 feet. Red, pink and orange.

Primrose. (Primula) Dainty little spring flowers in many gay colors from palest yellow to maroon. 6-12 inches.

Shasta Daisy. Large white daisies with yellow centers all summer and fall. 2 feet.

Speedwell. (Veronica) Long, slender spikes of blue flowers from July to September. 2-3 feet.

Incana. Violet blue flowers. Silver gray foliage.

Longifolia. Light blue.

Spirea. (Astilbe) Big plumes of pink flowers in summer. 2-3 feet.

Sweet William. (Dianthus Barbatus) Spicily fragrant, very popular bordering flowers in many gay colors during May and June. 18 inches. Red, pink and white.

***Thrift.** (Armeria Lauchiana) Pretty little rockery plant with bright red flowers in late spring. 6 inches.

Torch Lily (Tritoma) Commonly known as "Red Hot Poker." Rich, orange-scarlet spikes all summer. 3-4 feet.

***Violet** (Viola).

Jersey Gem. Rich, violet purple. From May to late summer.

Yellow. Golden yellow tufted daisy.

White. Pure white tufted daisy.

Yarrow. (Achillea) Excellent for bordering and as a cut flower.

The Pearl. White flowers June to September. 2 feet.

Cerise Queen. Cerise flowers in dense heads July to October. 18 inches.

DAYLILIES

(*Hemerocallis*)

Few plants can match the beautiful Daylily for vigor and hardiness and adaptability to all sorts of soil and location.

These plants will produce flowers as large and handsome as the finest lilies but in much greater profusion. A single plant may produce as many as 500 flowers in one season.

4 Choice Varieties

Dr. Regel. Earliest flowering variety, rich, orange-yellow, very fragrant. Blooms in May.

Gold Dust. Deep golden yellow. Flowers May and June.

Kwanso Flore Pleno. Orange copper. The only double flowering variety. Blooms July and August.

Sovereign. Deep yellow. June flowering. Winner of award of Merit of Royal Horticultural Society.

Each 19¢

6 for \$1.00

Bloomingdale's GRASS SEED



Gro Green

Our most popular low priced grass seed. An excellent mixture of fine, hardy grasses. 1 lb. **34¢**; 5 lbs. **\$1.44**; 10 lbs. **\$2.84**.

Gro Green SHADY

Especially suited for partially shaded locations. 1 lb. **37¢**; 5 lbs. **\$1.69**; 10 lbs. **\$3.19**.

Perennial LAWN SEED

Our finest mixture of resistant grasses. Will create a velvety turf of lasting quality. 1 lb. **47¢**; 5 lbs. **\$2.14**; 10 lbs. **\$4.19**.

Perennial SHADY

Our own best formula for shady places. 1 lb. **49¢**; 5 lbs. **\$2.29**; 10 lbs. **\$4.44**.

Bloomingdale's own brands. Seeds of the choicest quality and highest germination tests are mixed to exacting formulas to meet varying planting conditions.

SUPER-SPECIAL!

Diamond Green Grass Seed

FREE FROM CRAB GRASS

A popular, well balanced seed for general use.

5 Lbs. for 98¢

(Sold only in 5 lb. packages)

MANDEVILLE

Triple-Tested FLOWER SEEDS

Every variety is thoroughly tested for (1) Germination; (2) Quality of Flowers; (3) Completeness of Mixtures.

Mandeville seeds are the result of 65 years of experience in flower seeds exclusively. They will add to the beauty of your garden. The back of each packet has full cultural directions; a map denoting time and season for planting; pictures of seedlings to distinguish them from weeds. You are sure of success with Mandeville seeds.

All Packets 10c each, unless otherwise noted

Ageratum, Dwarf Blue.
Blue Cap, Very Dwarf, 15c.
All-American Garden, With Plans, 25c.
ALYSSUM
Gold Dust Saxatile.
Sweet, Very Dwarf. Carpet of Snow.
Sweet, Violet Queen. Lilac.
Anchusa, Blue Bird.
ASTERS
Branching, All Colors.
Branching, Crimson.
Branching, Deep Blue.
Branching, Lavender.
Branching, Purple.
Branching, Rose Pink.
Branching, White.
Calif. Gts., Pink, 15c.
Calif. Gts., Crimson, 15c.
Calif. Gts., Mixed, 15c.
Comet, Mixed.
King, Mixed.
Pompon, Mixed, 15c.
Queen of Market, Mixed.
Sunshine, Mixed, 15c.
BACHELOR'S BUTTON
Mixed, 5c.
Blue.
Gem, Dwarf, Blue.
Rose.
Balsam, Mixed.
Bush Balsam, Mixed.
Black-eyed Susan Vine, Mixed.
Blue Bells of Calif.
Phacelia.
Blue Lace Flower.
Didiscus.
Blue Stars, Browallia.
Butterfly Flower, Mixed.
CALENDULA
Mixed, 5c.
Orange King.
Orange Shaggy.
Radio, Orange, Fantasy.
Sunshine, Yellow.
California Native Flowers, Mixed.
Calliopsis, Dwarf.
Mixed, 5c.
CANDYTUFF
Mixed, 5c.
Crimson.
Lilac.
White, Hyacinth Fld.
CANTERBURY BELLS
Mixed.
Cup & Saucer, Mixed.
Annual, Mixed, 15c.
Cardinal Climber.
Carnation, Chabaud's Gts., Mixed.
Castor Bean, Mixed, Ricinus.
Celosia, Feathered, Mixed.
Chinese Lantern Plant
Chrysanthemum, Mixed.
Cockscomb, Shades of Red.
Flame of fire.
Columbine, Mixed.

Coreopsis, Mayfield Giant.
Coreopsis, Sunburst, 15c.
COSMOS
Double Crested, Mixed, 15c.
Early, Mixed, 5c.
Orange Flare, Early.
Sensation, Giant, Mixed.
Cypress Vine, Mixed.
Dahlia, Dwarf, Single and Double, Mixed, 15c.
DAISIES
African, Mixed.
African Blue-eyed.
Shasta.
Delphinium, Shades of Blue.
Dusty Miller, Silver White Foliage.
Firefly, Cuphea, 25c.
Flax, Scarlet, 5c.
FORGET-ME-NOTS
Myosotis, Blue.
Chinese, Pink.
Firmament, 15c.
Four O'Clock, Mixed, 5c.
Foxglove, (Digitalis), Mixed.
GAILLARDIA
Mixed, Single.
Indian Chief.
Perennial, Mixed.
Geum, Orange Scarlet.
Globe Amaranth, (Gomphrena), Mixed.
Godetia, Double, Mixed.
Gourds, Mixed.
GYPSOPHILA
Pink.
White, 5c.
White, Perennial.
Hollyhock, Double, Mixed.
Hollyhock, Indian Spring, 15c.
Hyacinth Bean, Mixed.
Kochia, Summer Cypress.
Burning Bush or Fire Bush.
Kudzu Vine.
LARKSPUR
Branching, Mixed.
Dark Blue.
Pink.
Giant Imperial, Mixed, 15c.
Lilac.
Carmine.
Sky Blue, Blue Spire.
Gt. Imperial, White King, 15c.
Linaria, Fairy Bouquet, Mixed.
Lobelia, Crystal Palace, Dwarf.
Love-In-a-Mist, Mixed.
Lupine, King, Giant, Mixed.
Lupine, Russell, Mixed, 15c.
MARIGOLD
African, Mixed.
Burpee Gold, Odorless.
Early Sunshine, 15c.
Crown of Gold, Odorless.
French, Dwarf, Mixed.
Golden West (Guinea Gold) Harmony.
Harmony Hybrids, 15c.

Josephine, Tall, Single.
Royal Scot, 15c.
Scotch.
Yellow Pygmy, 15c.
Sunset Giants, 15c.
Early, Mixed, 15c.
Red and Gold Hybrids.
Yellow Supreme.
Goldsmith, 25c.
Mignonette, Mached, 5c.
Moon Vine, White, Moon Flower.
MORNING GLORY
Heavenly Blue.
Mixed, 5c.
Royal Jap, Mixed.
Scarlett O'Hara.
NASTURTIUM
Climbing, Single Mixed, 5c.
Dwarf, Single, Mixed, 5c.
Gem, Double, Dwarf, Mixed.
Gleam Hybrid, Double Trailing.
Golden Gleam, Double Trailing.
Golden Globe, Dwarf, Double.
Scarlet Gleam, Double Trailing.
Nemesia, Triumph, Mixed.
Nemophila, Blue with White Throat.
Nicotiana, Mixed.
PANSY
Mixed.
Special Mixture, 20c.
Swiss Giants, Mixed, 50c.
Pentstemon, Mixed, 15c.
PETUNIA
Balcony, Mixed.
Balcony, Purple.
Balcony, Red.
Balcony, Rose.
Balcony, White.
Burgundy, 15c.
Double, Victorious, Mixed, 50c.
Flaming Velvet, 15c.
Giants of Calif., Mixed, 20c.
Howard's Star.
Hybrida.
Martha Washington.
Dwarf, 20c.
Rose Gem, Dwarf, 20c.
Rose of Heaven.
Rosy Morn.
Blue Star, 15c.
Old Glory, Red, White, Blue, 15c.
Salmon Supreme, 15c.

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simply check off
varieties wanted,
tear out page along
ruled line, and
mail.

Hollywood Star, 15c.
Silver Blue.
First Lady, 25c.
Theodosia, Giant, 20c.
Radiance, 25c.
Violet Gem, 25c.

PHLOX

Mixed.
Art Shades, 15c.
Coccinea, Red.
Rose.

Plimpernel, Mixed.

Plinks, Mixed.

POPPIES

Shirley, Mixed, 5c.
California, Mixed.
California, Orange.
Flanders, Red.
Iceland, Single, Mixed.
Sweet Briar, Double Pink.

Portulaca, Single and Double, Mixed.

Portulaca, Double, Mixed.

Queen Anne's Thimble, Blue.

Rock Garden Varieties.

Salpiglossis, Mixed.

Salvia, Bonfire.

Salvia, Blue.

SCABIOSA

Mourning Bride, Mixed.
Blue Cockade.
Rosette, 15c.
Peace, 25c.

Scarlet Runner Bean.

SNAPDRAGON

Mixed.
Rose Pink.
Giant, Mixed, 15c.

Snow-in-Summer.

Snow-on-the-Mountain.

Statice, Mixed.

Stock, Ten Weeks, Mixed.

Stock, Virginian, Mixed.

Strawflower, Mixed.

Sunflower, Double Yellow, 5c.

Swan River Daisy, Mixed.

SWEET PEAS

Perennial, Mixed.
Austin Frederick, Lavender.
Aviator, Crimson.
Blue Bonnet.
Grand National, Cream.
King White.
Royal Purple.
Shirley Temple, Pink.
Smiles, Salmon Pink.
Valencia, Orange.
Warrior (Maroon).
Grandiflora, Mixed, 5c.
Early Flowering, Mixed.
Spencer, Mixed.

Free Offer — TWO NEW VARIETIES FREE

1 Packet
MARIGOLD, SPOTLIGHT

A bright yellow center surrounded by rich mahogany, makes the spotlight that will focus the attention of all who enter your garden.

1 Packet **ZINNIA, WILL ROGERS**

A strong and brilliant scarlet Zinnia to honor the man for whom it is named. A worthy addition to the Giant Dahlia Flowered group of Zinnias.

Full sized packets of these new varieties will be sent with every order of Mandeville Flower Seeds of 50c or more.

FLOWER SEEDS

(Continued)

Sweet Sultan, Mixed.
Sweet William, Mixed.
Sweet Wivelsfield, Mixed.
Texas Blue Bonnet.

VERBENA

Mixed.
Beauty of Oxford, 15c.
Blue Shades.
Floradale Beauty, 15c.
Lavender Glory, 15c.
Pink Shades
Purple Shades.
Scarlet Defiance.
White.

Yellow.
Viola, Mixed.
Wallflower, Single, Mixed.
Wallflower, Siberian.
Wild Cucumber, White.
Wonder Packet, Mixed
Varieties, 5c.

ZINNIA

Creeping, Double, Yellow.
Crown-of-Gold, Pastel.
Tints, 15c.
Cut and Come, Mixed.
Dahlia Flowered, Mixed.
Dahlia Flowered, Lavender, 15c.

Dahlia Flowered, Orange, 15c.
Dahlia Flowered, Pink, 15c.
Dahlia Flowered, Red, 15c.
Dahlia Flowered, Yellow, 15c.
Fantasy, Mixed.
Giant, Mixed.
Giant, Orange.
Giant, Purple.
Giant, Red.
Giant, Rose Pink.
Giant, White.
Giant, Yellow.
Indian Summer, Mixed.
Lilliput, Mixed.
Lilliput, Orange.
Lilliput, Rosebud.

Lilliput, Salmon Rose.
Lilliput, Yellow.
Linearis.
Navajo, Mixed, 15c.
Pastel Shades, Mixed.
Picotee Delight, Mixed, 15c.
Red Riding Hood.
Black Ruby, 25c.
Scabiosa Flowered, 15c.
Fantasy, Star Dust, 15c.
Tom Thumb, Mixed, Dwarf.
Zinnigold, Mixed.
All Packets Sell for 10c Each,
Unless Otherwise Noted.

FERTILIZERS and SOIL MATERIALS

**Growing plants and lawns need to
be fed regularly for best results.**

BONE MEAL—

A long lasting plant food made of
finely ground bone. 5 lbs. 34c;
10 lbs. 59c; 25 lbs. \$1.34; 50 lbs.
\$2.39; 100 lbs. \$3.79.

SHEEP MANURE—

A quick acting, natural fertilizer with
unlimited uses in the garden. 5 lbs.
34c; 10 lbs. 59c; 25 lbs. \$1.34;
50 lbs. \$2.39; 100 lbs. \$3.79.

LOMA—

A scientifically balanced preparation
for safe fertilizing of lawns, gardens
and general use; 5 lbs. 45c; 10 lbs.
85c; 25 lbs. \$1.50; 50 lbs. \$2.50;
100 lbs. \$4.00.

ARCADIAN ROSE FOOD—

Specially prepared for roses. Will pro-
duce splendid blooms. 5 lbs. 44c;
10 lbs. 79c.

HYDRATED LIME—

Corrects acid soils. 5 lbs. 17c; 10 lbs.
29c; 50 lbs. 79c.

HUMUS—

Best organic soil builder. Use liberally
in all planting. 25 lbs. 85c; 50 lbs.
\$1.29; 100 lbs. \$1.89.

SCOTCH PEAT MOSS—

Soil improver. Holds moisture. Makes
an excellent mulch. 1½ bushel car-
ton 98c; full bale \$4.29.

POTTING SOIL—

Screened top soil, with humus and
fertilizer. Excellent for house plants
and window boxes. Bushel \$1.29.

TOP SOIL—

Best grade garden loam for general
use wherever top soil is required.
Bushel 98c.

Price per cubic yard on application.

INSECTICIDES

For effective control of garden pests

ANTROL SETS—

Complete outfit for exterminating
ants. Each set, 75c.

ANTROL BAIT—

For use in Antrol Sets. Each, 10c.

ARSENATE OF LEAD—

(Dry Powdered)
Most effective poison for destroying
chewing insects. 1 lb. 35c; 4 lbs. 95c.

BLACKLEAF 40—

Excellent for destroying plant lice.
1 oz. 35c; 5 oz. \$1.00; 1 lb. \$2.25.

BORDEAUX MIXTURE (Dry)—

Prevents Fungus and Blight. 1 lb.
35c; 4 lbs. 95c.

DUSTING LIME SULPHUR (Dry)

Excellent for control of Fungus and
Rusts. 1 lb. 35c; 5 lbs. \$1.50.

EVERGREEN—

Effective insect spray. Non-injurious
to animals and humans. 1 oz. 35c;
6 oz. \$1.00; 16 oz. \$2.00.

FISH OIL SOAP—

Fine tree wash. Effective for scale
control. 1 lb. 30c; 5 lbs. \$1.25.

NICO PYROX—

Combination insecticide and fungi-
cide for general use. 17-6/10 oz. 75c.

RED ARROW—

Effective on plant lice. Will not injure
hands or clothing. 1 oz. 35c; 4 oz. 84c

SLUG SHOT—

Insecticide in dust form in handy
applicator box. 1 lb. 25c.

TOBACCO DUST—

Good for dusting on leaves. 1 lb. 25c;
5 lbs. 75c.

TREE TANGLEFOOT—

Paste for control of tree climbing in-
sects. 6 oz. 35c; 1 lb. 70c; 5 lbs. \$3.25.

VOLCK—

Highly effective spray for greenhouse
and garden. 3 oz. 35c; Pint \$1.09;
Quart \$1.75.

WEED KILLER (Hammond's)—

Destroys undesirable plants. Quart
59c; Gallon \$1.50.

*For COMPLETE Garden Protection,
BLOOMINGDALE'S recommends
AGREIN GARDEN CHEMICALS.
See pages 9 and 11.*

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No shipping charges for orders delivered within Bloomingdale's regular delivery area.

No C.O.D.'s outside our regular truck delivery territory!

2% N. Y. City Sales Tax must be added to all orders to be delivered within
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New York, N.Y.



Lawn owners
write us—

"Our Scott lawn is the pride of the whole family. Its smooth velvety turf makes our home the prettiest on the street. It is so much easier to take care of a Scott lawn we have more leisure time to enjoy it."

"After using your Seed and Turf Builder I have a beautiful green lawn like the pictures you sent. It is heavy and thick, without weeds."

"I use your Turf Builder and Regular Seed. Believe me when I say that your products are the very best I have had in seven years."

FOR GREATER LAWN PLEASURE... USE *Scotts* SEED and TURF BUILDER

Treat yourself to the everyday pleasure of a sparkling green Scott lawn. The deep-rooting permanent grasses in a Scott mixture quickly turn your yard into a velvety green private park that's the delight of the neighborhood. Just the place to spend carefree hours in lazy comfort, hold gay picnics or play healthy games. Phone, write, or stop in today and order the Scotts Seed and Turf Builder you'll need.

Scotts FOR SUNNY LAWNS

Produces velvety bright green turf of deep-rooting perennial grasses. Contains Creeping Bent for finer texture—thicker growth. Expertly cleaned to remove chaff and troublesome weeds.

1 lb. — \$0.65	10 lbs. — \$ 5.75
3 lbs. — 1.85	25 lbs. — 13.75
5 lbs. — 2.95	50 lbs. — 24.75

Scotts FOR SHADY LAWNS

Shade tolerant perennial grasses for lawns receiving less than half day of sunshine. Produces thick turf under trees, between houses. Contains Creeping Bent. Free of chaff and troublesome weeds.

1 lb. — \$0.75	10 lbs. — \$ 6.75
3 lbs. — 2.15	25 lbs. — 16.25
5 lbs. — 3.50	50 lbs. — 30.00

Feed your Lawn with *Scotts* TURF BUILDER

This complete grass food gives new grass better start and renews color and vigor in old grass. Supplies all grass nutrients to make lawns healthy and beautiful. Ten pounds does better feeding job than 30 lbs. ordinary fertilizer.

10 lbs. — \$1.25	50 lbs. — \$3.75
25 lbs. — 2.25	100 lbs. — 6.50

Scotts CREEPING BENT

Produces uniform velvety turf in full sun or light shade. Excellent for improving established lawns. Use alone or with equal parts of Regular Mixture.

1 lb. \$1.65; 3 lbs. \$4.70; 5 lbs. \$7.75;
10 lbs. \$15.00; 25 lbs. \$36.25; 50 lbs. \$70.00.

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